

ASSESSMENT CRITERIA Preliminary Business Studies <i>A Business and Its The Business Environment</i>	BANDS
<ul style="list-style-type: none"> ❑ Writes a sustained piece of content writing, paragraphed correctly, sequenced in a logical order and covering all parts of the task fully. ❑ Sources and selects appropriate resources and shows extensive use of these resources throughout the response. ❑ Excellent use of appropriate business terminology and concepts throughout the task. ❑ Fully classifies a business including size, legal structure (type of ownership), industry type or sector and prime function and comprehensively explains reasons for the classification. ❑ Identifies correctly what stage of the life cycle the business is at and gives comprehensive reasons for that stage. ❑ Correctly identifies an environmental influence(s) eg (legal influence) from their research material and gives excellent reasons for identifying that influence. ❑ Comprehensively explains how an influence(s) impacts on the business. ❑ Explains clearly the influence as a threat or opportunity to the business. and gives logical or coherent reasons for that assessment. ❑ Comprehensively outlines how the business is responding/or planning to respond to the influence(s). 	<div style="text-align: center; font-size: 2em; font-weight: bold;">A</div> <div style="text-align: center; font-size: 1.5em; font-weight: bold;">17-20</div>
<ul style="list-style-type: none"> ❑ Writes a good report, with competent paragraphing and logically ordered on all parts of the task. ❑ Sources and selects appropriate resources and shows good use of these resources throughout the response. ❑ Good use of appropriate business terminology throughout the task. ❑ Classifies the business fully as above, but may leave one classification criteria out or make one mistake with the classification information. ❑ States a life cycle stage and identifies a reason for that stage but not as fully as A level above. ❑ Correctly identifies an environmental influence(s) eg legal influence and writes an explanation ❑ Good explanation of how the influence(s) impacts on the business. ❑ Identifies the influence as a threat or opportunity but with little explanation. ❑ Writes a good explanation of how the business is responding/or planning to respond to the influence(s). 	<div style="text-align: center; font-size: 2em; font-weight: bold;">B</div> <div style="text-align: center; font-size: 1.5em; font-weight: bold;">13-16</div>
<ul style="list-style-type: none"> ❑ Writes a report that is a shorter response and there are some problems with correct paragraphing, the logical sequencing of the content or may ignore one part of the question. ❑ Sources and selects resources and shows average use of these resources throughout the response. ❑ Writes a business classification but with obvious errors and a limited explanation ❑ Identifies a life cycle stage with a reason but explains that reason in a general way. ❑ May not correctly name the influence(s) affecting the business. ❑ May/or may not state the influence as a threat and/or an opportunity. ❑ Briefly describes how the environmental influences are impacting on the business. ❑ Briefly describes how the business is planning to respond or is responding to the influences. 	<div style="text-align: center; font-size: 2em; font-weight: bold;">C</div> <div style="text-align: center; font-size: 1.5em; font-weight: bold;">9-12</div>